



PTO/SB/08A (08-03)

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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 3

Complete if Known

Application Number	09/216,206
Filing Date	12-18-1998
First Named Inventor	David William Roth
Art Unit	3622
Examiner Name	James W. Myhre
Attorney Docket Number	B2745.0025/P0025

Examiner Signature	James W. MYHR	Date Considered	12/14/95
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet

2

of

3

Application Number

09/216,206

Filing Date

12-18-1998

First Named Inventor

David William Roth

Art Unit

3622

Examiner Name

James W. Myhre

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
<i>JW</i>	CA	Frook, John Evans, "Web sites sell ad space through auction—Despite industry skepticism, Individual Inc. and Netscape try out new strategies", Interactive Age, v2, n20, p. 5, 1 page, Jul. 1995	
<i>JW</i>	CB	Article by Toland, P., entitled "CNET: The Computer Network Unveils Revolutionary Internet Advertising Tool That Allows Customer Banner Ad Delivery Based on Demographic Information", PR Newswire, Dateline: San Francisco, Dec. 6, 1995 (3 pages)	
<i>JW</i>	CC	"Sites Dip Into Cookies to Track User Info", 2 pgs, Obtained from Internet site http://www.webweek.com printed from Internet Aug. 5, 1996	
<i>JW</i>	CD	"Imgis AdForce Features and Benefits", 12 pgs Obtained from Internet site http://www.imgur.com printed from Internet Jul. 28, 1996	
<i>JW</i>	CE	"About Worldata Worldata Information Marketing Services", 48 pgs. Obtained from Internet site http://www.worldata.com printed from Internet Sep. 3, 1996	
<i>JW</i>	CF	"Focalink Welcome to Focalink" 34 pgs. Obtained from Internet site http://www.focalink.com etc. printed from Internet Aug. 8, 1996	
<i>JW</i>	CG	"Click here for DoubleClick Information Request Form et. seq." 82 pgs, Obtained from Internet site http://www.doubleclick.net printed from Internet Aug. 4, 1996	
<i>JW</i>	CH	"Cybertimes Start Ups Plot to make the Web Confortable for Advertisers" 4 pgs Obtained from Internet site http://www.netgravithy.com printed from Internet Mar. 28, 1996	
<i>JW</i>	CI	"Sites Dip Into Cookies to Track User Info", 2 pgs, Obtained from Internet site http://www.webweek.com printed from Internet Aug. 5, 1996	

Examiner Signature	<i>James W. Myhre</i>	Date Considered	10/14/05
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Substitute for form 1449/PTO				Complete If Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Application Number	09/216,206
Sheet	3	of	3	Filing Date	12-18-1998
				First Named Inventor	David William Roth
				Art Unit	3622
				Examiner Name	James W. Myhre
				Attorney Docket Number	B2745.0025/P0025

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Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.		T ²
<i>JW</i>	CJ	PR NEWSWIRE, "Narrowline Announces 'Brought To You By' - An Internet Advertising Transaction System Now Entering Pilot Period", San Francisco, 12-20-1996, 2 Pages		
<i>JW</i>	CK	Bradley J. Bereznak, "Roth Preliminary Motion No. 2", 8-15-2000, 24 Pages		
<i>JW</i>	CL	Bradley J. Bereznak, "Roth Preliminary Motion No. 3", 8-15-2000, 18 Pages		
<i>JW</i>	CM	Bradley J. Bereznak, "Reply Brief Relating to Roth's Preliminary Motion No. 2", 10-17-2000, 4 Pages		

Examiner Signature	<i>James W. MYHRE</i>	Date Considered	10/4/09
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Substitute for form 1449A/B/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Application Number	09/216,206-Conf. #1079
Sheet	1	of	1	Filing Date	December 18, 1998
				First Named Inventor	Heidi Kay
				Art Unit	3622
				Examiner Name	J. W. Myhre
				Attorney Docket Number	B2745.0025/P0025

U.S. PATENT DOCUMENTS					
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		Number-Kind Code ² (if known)			

FOREIGN PATENT DOCUMENTS					
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<i>James W. Myhre</i>	CA	WELZ, GARY., Web Advertising IV: DoubleClick, Inc. http://www.webdeveloper.com/multimedia/multimedia_web/96/mw960724.html (website),			

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James W. Myhre

10/14/05



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INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Application Number	09/216,206-Conf. #1079
(Use as many sheets as necessary)				Filing Date	December 18, 1998
				First Named Inventor	Heidi Kay
				Art Unit	3622
				Examiner Name	J. W. Myhre
Sheet	1	of	1	Attorney Docket Number	B2745.0025

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Foreign Patent Document Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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<i>James</i>	CA	TAYLOR, CATHY, MediaWeek article , 3/25/1996 from highbeam.com			
<i>James</i>	CB	"Advertising on the Internet in the UK", KPMG, London			

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